



2026 Partnership Opportunities



Ronald McDonald
House Charities®
Pittsburgh and Morgantown

Our Mission

The Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. provides families with a “home-away-from-home” for seriously ill children receiving medical treatment, and is committed to helping children and their families lead happier, healthier and more productive lives.

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RMHC®

Pittsburgh and Morgantown

Ronald McDonald House Charities® of Pittsburgh and Morgantown

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Follow us here:



Dear Friends,

As we enter a new year filled with possibilities and potential, we have a wonderful opportunity to reflect on what makes Ronald McDonald House Charities of Pittsburgh and Morgantown such a special place; people. It's the people who stay at our Houses or visit the Ronald McDonald Care Mobile. It's the people who work behind the scenes to create and maintain a safe, comfortable environment. It's the people who come alongside us to fulfill our mission. It's people like you.

Over the years, thousands of families have called the Ronald McDonald Houses their home. Here they seek—and find—comfort and support amidst challenging times. Our Mission Partners make that possible. Our Mission Partners are vital to ensuring that families will always have a place to be together during their greatest time of need.

The Charity is growing to help additional families, and we invite you to join us. Your year-long commitment demonstrates your dedication to the people. After all, it's the people who make RMHC what it is. We're glad you are part of our generous community of support.

With gratitude,



Eleanor B. Reigel

Eleanor B. Reigel, MPH
Chief Executive Officer

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UPMC Human Resources
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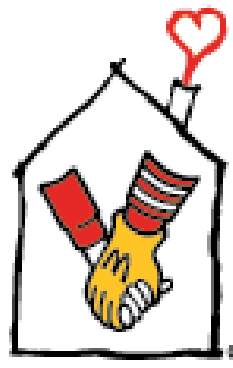
Debra Orlando
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Ben Miller, MD
The Paul C. Gaffney Division of Pediatric Hospital Medicine
UPMC Children's Hospital of Pittsburgh



Ronald McDonald House Charities®
Pittsburgh and Morgantown

Keeping families close™

Past, Present and Future

In 1979, this Chapter opened its doors to fulfill the mission of keeping families together as they travel for a child to receive medical care. Ronald McDonald House Charities of Pittsburgh and Morgantown has been providing families comfort and support for over 45 years. From a 10-guest room House, the Charity has expanded to meet the needs of families. With the expansion in Morgantown, between the two Houses, we can accommodate over 100 families each night.



1979

Pittsburgh
Opens

Original House opens with 10 guest rooms, seventh in the country

1990

Morgantown
Opens

House accommodates 16 families with private sleeping rooms

2000

Care Mobile
Launch

Partnership with UPMC brings medical care to underserved communities

2009

Pittsburgh
Expands

Moves next to Children's Hospital, triples capacity to 74 (families)

2018

Organizations
Merge

Pittsburgh and Morgantown unite as one Chapter

2022

Morgantown
Expansion

Groundbreaking begins with CONSOL Cares* Foundation gift * now Core Cares

2024

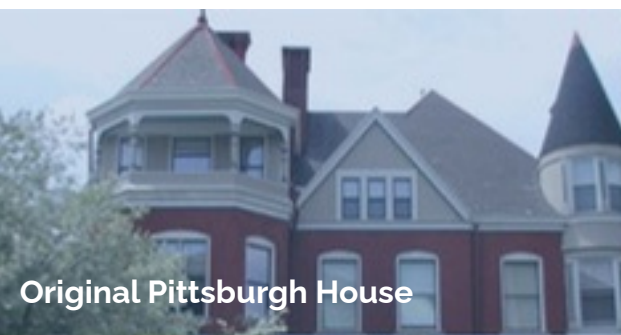
45th
Anniversary

Celebrated 45 years of providing comfort to families in need

2025

Morgantown
Expands

House accommodates 27 families with private sleeping rooms



Original Pittsburgh House



Second Pittsburgh House



Current Pittsburgh House



Morgantown House



Ronald McDonald Care Mobile®



Current Morgantown House

Big Mac Open Golf Outing

June 16, 2026 Valley Brook Country Club, Pittsburgh, PA

In the summer, the Big Mac Open golf outing tees up a great day of golf, friendships and entertainment. Since its inception, the Big Mac Open has continued to grow and welcome new partners into the mix.



Red Shoe Ball

Fall 2026, Pittsburgh, PA

In the fall, the celebration goes upscale with the Red Shoe Ball. With lively entertainment and exciting auctions, the event creates many special memories. Mission Partners enjoy benefits associated with both events. Event specific sponsorship opportunities are available.



Get Involved

For sponsorship opportunities and event information:
Contact our Development Team: Email: info@rmhcpgh.org

Scan here to get
involved in
either event



Additional Ways to Support Families

Your support of the Ronald McDonald Care Mobile, the Meal Program and Room/Apartment Sponsorships makes a difference for those we serve. We look forward to the opportunity to customize a proposal to include any or all of these areas.

Make a House a Home

Both Houses offer families a welcoming space to stay close during their child's medical journey.

Pittsburgh House Features:

- ✓ Private apartments with a kitchenette, Queen bed, sofa bed, and private bathrooms.

Morgantown House Features:

- ✓ Guest rooms with private bathrooms and a mini fridge
- ✓ Shared common areas

Shared spaces like kitchens, laundry rooms, and play areas create a sense of home.

Support the mission by sponsoring a guest room or apartment, with a custom plaque recognizing your generosity. *Prices vary from House and space



Meal Program

Provide meals, fill pantries, or make a gift to be used to provide a meal.

Whether as a group or individual, your efforts help keep plates and bellies full!

Ways to Support:

- ✓ Breakfast To-Go bags
- ✓ Organize group cooking
- ✓ Holiday meal events
- ✓ Donate meal funds
- ✓ Fill pantry supplies
- ✓ Cater a meals

Every meal provided means families can focus on what matters most - their child's recovery and well-being.



Ronald McDonald Care Mobile

In partnership with UPMC Children's Hospital of Pittsburgh, the Ronald McDonald Care Mobile is breaking down barriers to healthcare by providing free medical care to underserved neighborhoods across Southwestern PA

2025 Impact:

94

Clinics Held

496

Patients Served

935

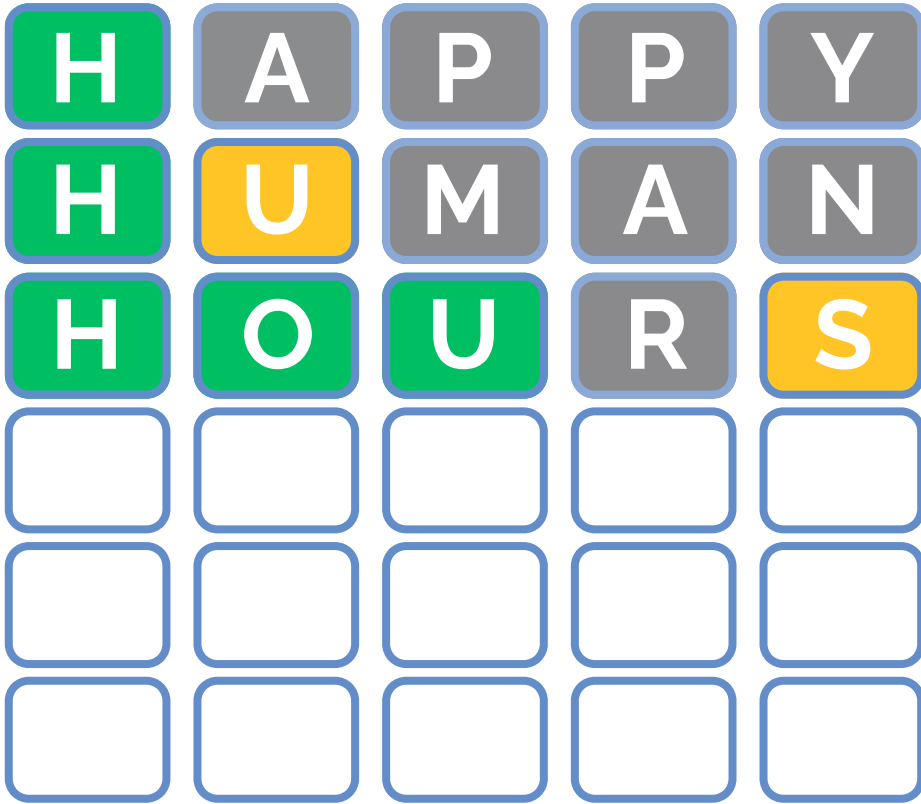
Immunizations

Mobile Services Include:

- ✓ Health screenings
- ✓ Community outreach
- ✓ School partnerships
- ✓ Immunizations
- ✓ Pediatric checkups
- ✓ Rural area access



What Will You Find as a Mission Partner?



SERVE
your community by actions, not words.

BUILD
relationships and trust in your neighborhoods and communities.

STRENGTHEN
employee and consumer loyalty with a meaningful presence in the community.

HELP
critically ill children and their families.

Our Marketing Impact

Digital Reach & Engagement



Social Media Community

12.7K

Engaged Followers Across Platforms

2M

Total Content Views

169.3K

Likes and Interactions



Email Marketing Community

7.5k+

Subscribers receive our quarterly newsletter

14k+

Contacts reached with each event announcement

Consistent communication, keeping our community informed and engaged

Follow Us



Partnering your company with a trusted charitable organization and respected community allies enhances your business reputation.



Thank you to the Heckla Family & Dan and Jessica Potetz

Partnership Opportunities

Presenting Mission Partner - \$25,500

Events:

Red Shoe Ball

- Table for 10
- Attendance for 10 guests to Giving Hearts Award reception prior to the Ball

Big Mac Open Golf Outing

- Two (2) foursomes
- Two (2) stocked beverage coolers
- Reserved seating at dinner

Programs:

- Recognized as a sponsor for twelve (12) meals at either House during 2026
- Recognition for sponsoring four (4) Ronald McDonald Care Mobile visits during 2026

Recognition

- Category exclusivity
- Opportunity to have company representative speak at both events
- First right of renewal for 2027 (to be determined by December 2026)
- Logo on signage at both events
- Name included in remarks
- Full page ad in digital Annual Event Booklet - 1st page, Full Color (5.5" W x 8.5" H) - Must be received by May 1, 2026
- Listing in Annual Report and on Donor Wall with Mission Partner distinction

Online

- Name on all Facebook ads for all events
- Creation of custom social media thank you across RMHC Pittsburgh and Morgantown platforms, including Facebook, LinkedIn, Instagram and X
- Logo with link on website's homepage and event page
- Logo on event correspondence including save the dates, invitations and pre & post event emails
- Opportunity to use Charity logo/badge on your website (Proud Supporter of...)



On January 11th at 3 a.m., Ashley received the call she had been waiting for - her son Luka was going to get a heart. Jumping into the car, they drove for the next two hours to get to the hospital. She held her son's hand the whole way there.

While Luka was in surgery, her next thought was - how am I going to stay close to my child? The answer was the Ronald McDonald House. With her other two children able to join her, she was able to be with them and Luka. Surprised by what the House had to offer, Ashley found it to be exactly what her family needed.

Ashley describes how these things helped to make this time a peaceful experience for her family. She remembers that when they would go to get meals, the volunteers were so generous and nice.

Within two weeks of his surgery, Luka was sitting, smiling and playing with his LEGOs. Best of all, he was able to join his mom and siblings at the Ronald McDonald House.

"He was very excited to see it," said Ashley. "He loved the cozy bed, the fun activities and the food."

Two months after their arrival, Luka was able to go home. He is now getting physical therapy and doing very well. Never forgetting the kindness of others on this journey, Ashley looks forward to coming back to the Ronald McDonald House, but this time to volunteer and make food for the families staying there.

Partnership Opportunities

Lead Mission Partner - \$15,500

Events:

Red Shoe Ball

- Table for 8
- Attendance for 8 guests to Giving Hearts Award reception prior to the Ball

Big Mac Open Golf Outing

- One (1) foursome
- One (1) stocked beverage cooler

Programs:

- Recognized as a sponsor for twelve (12) meals at either House during 2026
- Recognition for sponsoring two (2) Ronald McDonald Care Mobile visits during 2026

Recognition

- Category exclusivity
- Opportunity to have company representative speak at both events
- First right of renewal for 2027 (to be determined by December 2026)
- Event signage at both events
- Full page ad in digital Annual Event Booklet - Middle Spread, Full Color (5.5" W x 8.5" H) - Must be received by May 1, 2026
- Listing in Annual Report and on Donor Wall with Mission Partner distinction

Online

- Name on all Facebook ads for all events
- Creation of custom social media thank you across RMHC Pittsburgh and Morgantown platforms, including Facebook, LinkedIn, Instagram and X
- Logo with link on website's homepage and event page
- Logo on event correspondence including save the dates, invitations and pre & post event emails
- Opportunity to use Charity logo/badge on your website (Proud Supporter of...)



Antonio's medical journey began in early 2025 when he started having trouble seeing and concentrating in school. He became increasingly forgetful, and then one day, he suddenly lost his vision entirely. His parents, Brian and Brittany, rushed him to the emergency room. With no pediatric unit at their local hospital, Antonio was transferred by ambulance over 100 miles away to Children's Hospital in Pittsburgh. There, he was diagnosed with a brain tumor.

Over the course of five months, Antonio had both surgery and radiation treatment. Given the distance between home and the hospital, traveling back and forth was not an option for Brian and Brittany. Finding comfort at The Ronald McDonald House gave them exactly the comfort they needed during those grueling months. From a cozy apartment to warm, nourishing meals, they couldn't imagine being anywhere else.

"We had no expectations about the Ronald McDonald House, but it turned into a Godsend for us," said Brian.

As a 16-year-old, Antonio enjoyed spending time in between appointments in the teen lounge. Like many teens, Antonio has a passion for video games—so it was no surprise that he was often found in this space, playing some of his favorite games.

"The teen lounge is a great place to chill out," Antonio shared. Beyond video games, Antonio also enjoys creating music. He liked playing the piano in the living room at Ronald McDonald House, filling the House with his own music. A talented artist, Antonio also designed t-shirts and hoodies for a school fundraiser supporting cancer awareness.

After Antonio completed radiation, he marked the milestone by ringing the victory gong. Now back home, he is reunited with his puppies, Cubby and Sirius (named after his favorite Harry Potter character) and getting ready to go back to school where he attends a vocational program to study diesel mechanics.

Partnership Opportunities

Champion of the Heart - \$10,500

Events:

Red Shoe Ball

- Table for 8
- Attendance for 4 guests to Giving Hearts Award reception prior to the Ball

Big Mac Open Golf Outing

- One (1) foursome

Programs:

Recognition

- Name on sponsor signs at both events
- Full page ad in digital Annual Event Booklet - Full Color (5.5" W x 8.5" H) - Must be received by May 1, 2026
- Listing in Annual Report and on Donor Wall Online with Mission Partner distinction

Online

- Inclusion in social media thank you post across all RMHC Pittsburgh and Morgantown platforms, including Facebook, LinkedIn, Instagram and X
- Logo with link on website's homepage and event page

A Conversation with our Board President:

Sheliah Heckla

RMHC: What is it about RMHC that inspired you to get involved---and stay involved?

Sheliah: The Charity is all about family, and family is such an important thing in my life. My Mom was the consummate caregiver and instilled in me the importance of being good to people, helping whenever you can and doing good things. I honor her every time I participate in anything RMHC-related---whether it's making a phone call, going to a meeting, attending an event or even volunteering at the House. The idea of family drives it all. It's an honor to provide support to families who are away from home, navigating serious challenges. I think how I would feel if I was in that situation and how comforting it would be to know someone cared about me and my family.

RMHC: Is there anything in particular that stands out to you about the Charity?

Sheliah: There are so many special aspects of RMHC, and the one common thread is the people. The people make the Charity what it is. My fellow Board Members are amazing. They give so generously of their time, talent and treasure. All of our partners who consistently step up to help make such an impact. Of course the staff is incredible, too---how they anticipate and meet or even exceed the needs of families. And each and every member of the community who donates---they are special, too. The Mission of RMHC is wonderful; and to see that Mission embraced by so many, allowing it to thrive so we can serve more and more families---that's what it's all about.

continued...

Help provide a ***Room for Comfort*** for families by sponsoring an apartment or room today!



Partnership Opportunities

Sharing Heart - \$5,500

Events:

Red Shoe Ball

- Attendance for 4

Big Mac Open Golf Outing

- 2 Golfers

Programs:

Recognition

- Name on sponsor signs at both events
- Quarter page ad in digital Annual Event Booklet - Full Color (5.5" W x 2.125" H) - Must be received by May 1, 2026
- Listing in Annual Report and on Donor Wall Online with Mission Partner distinction

Online

- Inclusion in social media thank you post across all RMHC Pittsburgh and Morgantown platforms, including Facebook, LinkedIn, Instagram and X
- Logo on event page

Kind Heart - \$3,500

Events:

Red Shoe Ball

- Attendance for 2

Big Mac Open Golf Outing

- 2 Golfers

Programs:

Recognition

- Name on sponsor signs at both events
- Listing in Annual Report and on Donor Wall Online with Mission Partner distinction

Online

- Inclusion in social media thank you post across all RMHC Pittsburgh and Morgantown platforms, including Facebook, LinkedIn, Instagram and X
- Name listed on event page

A Conversation with our Board President:

Sheliah Heckla

RMHC: Do you have a favorite memory about your involvement with RMHC that you'd like to share?

Sheliah: I have so many but one really stands out in my mind. In my first year on the board, we would have board meetings at the house in Pittsburgh. During one of those, Eleanor informed me that we had a young boy who had been discharged to the house and he was going to make a special visit to the toy forest (a special place set up for those celebrating clinical milestones, birthdays and other special occasions). She asked me if I would like to honor of taking him to the toy forest. We walked in together and he carefully looked at this small room filled with toys for all ages. He quickly saw a took a model airplane kit off of the shelf. Then on another shelf he took a coloring book that had a package of crayons attached. He stood there starring at these two prizes in his tiny hands. I softly said, "Did you find something you like?" He replied, "My Dad is here and I would really like to build this airplane with him, because I think he would like that. But, the coloring book would be good because I have to wait a lot when I go to the hospital. So, I am not sure which to pick." With a crack in my voice and tears in my eyes I told him that he could take both of those items. This young boy was going through a lot – and in this moment that was just for him, his first thought was to choose something that would make his Dad happy. Our Pittsburgh house was giving him the greatest treasure he could ask for – not a toy from the forest but to have his Dad close by when he needed him the most!

RMHC: And finally, what would you say to the person reading this that is considering getting involved?

Sheliah: Do it! I know it's not that simple, but yet it is. It really and truly is! There are so many ways to define "get involved" that it's easy to find something that fits your schedule, your interests and your passion. You think the families are the only ones who will benefit from your participation, but I can assure you--you'll be forever changed once you plug in with the Charity. You can get your friends and family involved too! You'll meet remarkable people, learn fascinating stories and be met with gratitude that really stays with you. I'm really proud to be part of this special, special organization and hope you'll join me in making a difference.

2026 Partnership Agreement

Ronald McDonald House Charities of Pittsburgh and Morgantown

Please complete this pledge form to officially designate your gift to RMHC Pittsburgh and Morgantown. This is done in accordance with RMHC uniform accounting procedures.

Sponsor Name (as you wish to be acknowledged): _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Logo Requirements

Please provide your company logo in high-resolution format. Preferred formats are AI, EPS, or SVG. PNG (transparent background) or JPEG (300 dpi) are also acceptable.

Proud to Be a Mission Partner

\$25,500

\$15,500

\$10,500

\$5,500

\$3,500

I'm interested in sponsoring an apartment or room. Please contact me to discuss spaces available.

I'm interested in a customized sponsorship opportunity. Please contact me to discuss individual event sponsorship opportunities.

I am interested in learning more about how my organization can volunteer with RMHC Pittsburgh and Morgantown.

I am interested in scheduling a tour of: _____Pittsburgh House _____Morgantown House _____ Care Mobile (check all that apply)

Payment Information

Enclosed Check (made payable to RMHC Pittsburgh and Morgantown)

To pay by credit card, please contact Amy Rayman at amy@rmhcpgh-mgtn.org.

I/we would like to make _____ payments of \$ _____ to be completed by _____, 2026
of payments amount of payment final date payment to be received by

Signature: _____ **Date:** _____

Please submit sponsorship agreement to:

Ronald McDonald House Charities of Pittsburgh and Morgantown

Attn: Amy Rayman, Development Director

451 44th Street - Penthouse

Pittsburgh, PA 15201

Phone: 412-246-1107 **Fax:** 412-362-8540

Email: amy@rmhcpgh-mgtn.org

www.rmhcpgh-mgtn.org



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Pittsburgh and Morgantown